

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

Request of Hard Rock Café International (STP) t/a
Hard Rock Café (at Trump Taj Mahal) For
Authorization to Serve Alcoholic Beverages On
the Boardwalk

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ORDER
PRN 0931201

By its request (PRN 0931201) filed on behalf of Hard Rock Café International (STP) t/a Hard Rock Café (“Hard Rock Café”), Hard Rock Café again seeks authorization for 2012 to serve alcoholic beverages on the first ribbon of the Atlantic City Boardwalk in front of its licensed premises, an expanse of approximately 12 feet onto the Boardwalk as measured in the survey dated March 23, 2004 submitted to the City of Atlantic City for Hard Rock Café’s Revocable License Agreement with the City in 2004. Hard Rock Café has been granted a “Revocable License Agreement Extension” for 2012 by the City of Atlantic City, on March 19, 2012 which permits the extension of the licensed premises onto the Boardwalk (“Boardwalk premises”) until November 1, 2012. Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*, I hereby order that the request be granted with the following conditions:

1. Hours of operation of the Boardwalk premises will be the same hours of operation of Hard Rock Café, currently from 11:00 a.m. until 1:00 a.m.
2. Hard Rock Café’s Boardwalk premises will be that area specifically delineated in the architectural diagram dated March 23, 2004, originally submitted to the City of Atlantic City in 2004, and relied upon thereafter. That diagram was provided to the Division of Gaming Enforcement (“Division”) as part of Hard Rock Café’s request.

3. Alcoholic beverages are to be provided to patrons within the Boardwalk premises of Hard Rock Café by the glass or other open receptacle for consumption on the premises of Hard Rock Café only.
4. Hard Rock Café will maintain procedures to insure that sales of alcoholic beverages to patrons of its Boardwalk premises will be only to those individuals who are 21 years of age or older and that such beverages are not sold to individuals who are actually or apparently intoxicated.
5. Hard Rock Café will maintain adequate security during operation of its Boardwalk premises to insure the safety of patrons and employees and to prevent the removal of the alcohol by unauthorized individuals.
6. While conducting the sale of alcoholic beverages within its Boardwalk premises, Hard Rock Café will comply with all requirements attendant to Type II CHAB authorization, pursuant to *N.J.S.A. 5:12-103g(2)* and with all applicable alcoholic beverage laws and regulations of the Division and, as deemed applicable, the Division of Alcoholic Beverage Control.
7. Hard Rock Café is to obtain all necessary approvals from other governmental agencies prior to commencing operation of its Boardwalk premises.
8. The relief granted herein will be continuing, without expiration, provided that Hard Rock Café complies, in all respects, to the conditions contained herein and in full and complete conformance with the representations made for the approval herein to the City of Atlantic City and the Division, which representations include the location and dimensions of the Boardwalk premises, and that the Division receive, prior to use of the Boardwalk premises for the next term, a notification of such intention to use the expanded Boardwalk area and a copy of the License Agreement, effective for that term, from the City of Atlantic City.
9. Hard Rock Café will submit a diagram depicting the location of the tables and chairs to be used within the Boardwalk premises in addition to the location of any other furniture, fixtures and equipment.
10. The Division may amend, suspend or revoke the approval granted by this Order in the event that Hard Rock Café fails to comply with any of the conditions set forth herein.

Dated: _____

5 April 2012


DAVID L. REBUCK
DIRECTOR